PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution DATE: May 10, 1996

FROM: Market Information / Bruce Neidle

SUBJECT: **Preliminary Convenience Store Report - w/e 5/4/96**

PM's weekly share declined -0.7 points versus week-ago to 50.4%. This week's results likely reflect diminishing MBSS promotional activity coupled with the "first week of the month" dynamics. Marlboro's share trailed week-ago by -0.7 points to 35.7%. Menthol was the only Marlboro sub-family to post a share gain this week (+0.1 point), corresponding with later implementation of menthol (and Hispanic) side-by-side product (scheduled to continue through May 12, 1996). Basic partially recovered from last week's loss (+0.1 point to 4.8%), possibly benefiting from initial implementation of a new wave of B2G1F deals and "Your Basic BBQ Lighter" incentive promotion. The Discount category advanced +0.6 points this week to 27.1%, with the gain dispersed among the major franchises.

- PM's weekly share declined -0.7 points to 50.4%, with Marlboro accounting for a majority of the loss.
  - PM's share of the Premium category was down -0.5 points this week to 59.6%.
- Marlboro lost -0.7 points this week to 35.7%, likely influenced by decreased single pack money-off incidence associated with the MBSS program (incidence down -5 points versus week-ago to 17% of c-stores). Side-by-side product availability was fairly comparable to last week at 32% of c-stores.
- OPB's share was relatively stable at 7.8%.
- Basic's share of industry increased +0.1 point to 4.8%, while its share of the Discount category was relatively stable at 17.6%.
  - Basic's incentive incidence (including a BBQ lighter with 3-pack purchase) expanded +2 points to 5% of c-stores.
- The Discount category increased +0.6 points this week to 27.1%, corresponding with "first week of the month" dynamics and a reduction in Marlboro's promotional support. The gain was dispersed among the following brands: Basic, GPC, Doral, Misty, Monarch, RJR PL and B&W PL (each up at least +0.05 points).
- Newport was the only major competitive premium brand to post a share gain of at least +0.1 point this week. Promotional activities among the major competitive premium franchises remained relatively unchanged.

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Note:
Marlboro free product and brand family money-off incidence data will be published on Monday, May 13, 1996.

Source: https://www.industrydocuments.ucsf.edu/docs/qhgn0004

PRELIMINARY REPORT

INTEGRATED MANUFACTURER PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 5/4/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Dec-95	Jan-96	Feb-96	Mar-96	Apr-96	MTD	QTD	YTD	4/13	4/20	4/27	5/4	Diff vs. wk-ago	4/13	4/20	4/27	5/4	Diff vs. 4w-ago
Philip Morris	49 57	49 50	49.51	50 18	51 02	50 37	50 89	50.08	51 06	51.33	51 03	50.37	-0.66	50.84	50.98	51.02	50.95	0.32
PM Premium	42 22	42.25	42.46	43 00	43.95	43 46	43 85	42 96	43 91	44 21	44.19	43.46	-0.73	43.67	43.83	43.95	43.94	0.48
PM Discount	7 35	7 26	7 05	7.18	7 07	6 91	7 03	7.12	7.15	7 12	6 84	6.91	0.07	7.17	7.15	7.07	7.00	-0.17
PM Branded Discount	6 34	6 30	6 10	6 28	6 21	6 02	6 17	6.21	6.31	6 30	5 95	6.02	0.07	6.29	6.30	6.21	6.14	-0.14
PM Private Label	1 01	0 95	0 94	0 90	0 86	0 89	0 86	0 91	0 84	0 83	0 89	0 89	0 00	0 87	0 85	0 86	0 86	-0.03
PM Assorted Promo	0 56	0 52	0 39	0 54	0.41	0 37	0 40	0 46	0 40	0 40	0 38	0.37	-0.01	0.46	0.43	0.41	0.39	-0.12
RJ Reynolds	26 71	26 57	26 64	26 32	25 87	26 20	25 94	26 33	25.83	25.72	25.87	26.20	0.33	25.93	25.90	25.87	25.91	-0.17
RJR Premium	16 72	16.19	16.23	16 18	15.86	16 02	15.89	16 11	15.71	15 78	15.93	16.02	0.09	15.91	15.87	15.86	15.86	-0.19
RJR Discount	9 99	10 39	10.41	10 14	10 01	10 19	10 05	10 23	10.11	9 95	9.94	10.19	0.25	10.02	10.04	10.01	10.05	0.02
RJR Branded Discount	6 02	6 00	5 85	5 83	5 83	5 97	5 86	5 88	5 84	5.83	5 86	5.97	0.11	5.80	5.81	5.83	5.87	0.09
RJR Private Label	3 96	4 39	4 56	4 31	4 19	4 22	4 19	4 35	4.27	4 12	4 08	4.22	0.14	4.22	4.22	4.19	4.17	-0.08
RJR Assorted Promo	0 04	0 04	0 07	0 06	0 04	0 03	0 04	0 05	0 02	0 07	0.04	0.03	-0.01	0.04	0.04	0.04	0.04	0.00
B & W (Incl American)	14 64	14 76	14.59	14.25	13.91	14.14	13.95	14.36	13.89	13.79	13.88	14.14	0.26	14.02	13.94	13.91	13.82	-0.15
B & W Premium	6.08	6.10	6.05	6.05	5 89	5.92	5.90	6.02	5.93	5.85	5.90	5.92	0.02	5.97	5.92	5.89	5.90	-0.07
B & W Discount	8 56	8 66	8 54	8 21	8 01	8 22	8 05	8 34	7.96	7 95	7 98	8.22	0.24	8.06	8.02	8.01	8 03	-0.07
B & W Branded Discount	7 78	7 82	7 67	7 48	7 32	7 50	7 36	7.56	7.24	7.27	7.33	7.50	0.17	7.36	7.32	7.32	7.34	-0.05
B & W Private Label	0 78	0 84	0 86	0 75	0 69	0 72	0 70	0.78	0 71	0.68	0.65	0.72	0.07	0.70	0.70	0.69	0.69	-0.02
Lorillard	7.48	7.40	7.48	7.48	7.49	7.59	7.51	7.47	7.52	7.48	7.49	7.59	0.10	7.50	7.49	7.49	7.52	0.03
Lorillard Premium	7.03	6.96	7.03	7 04	7.08	7.16	7.09	7.04	7.09	7.06	7.08	7.16	0.08	7.07	7.07	7.08	7.10	0.04
Lorillard Discount	0 45	0.44	0.45	0.44	0 42	0.43	0.42	0.44	0.43	0.41	0.41	0.43	0.02	0.42	0.42	0.42	0.42	-0.01
Liggett	1 47	1.62	1.61	1.55	1.51	1.50	1.51	1.57	1.51	1.47	1.55	1.50	-0.05	1.50	1.48	1.51	1.51	-0.01
Liggett Premium	0.22	0.23	0.21	0.20	0.20	0.19	0.20	0.21	0.20	0.19	0.20	0.19	-0.01	0.20	0.20	0.20	0.20	0.00
Liggett Discount	1.25	1.39	1.40	1.35	1.31	1.30	1.31	1.36	1.30	1.28	1.35	1.30	-0.05	1.30	1.28	1.31	1.31	-0.01
Lig Branded Discount	0 05	0 05	0.06	0.06	0.06	0.05	0.06	0.06	0.05	0.06	0.05	0.05	0.00	0.06	0.06	0.06	0.05	-0.01
Lig Private Label	1.20	1 34	1.34	1.29	1.26	1.25	1.26	1.30	1.25	1.22	1.30	1.25	-0.05	1.24	1.22	1.26	1.26	0.01
A/O Co-International	0 13	0 14	0 17	0.21	0 20	0 20	0 20	0.19	0.20	0.20	0.18	0 20	0.02	0.21	0.21	0.20	0.20	-0.01

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/qhgn0004

PRELIMINARY REPORT

INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 5/4/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Dec-95	Jan-96	Feb-96	Mar-96	Apr-96	MTD	QTD	YTD	4/13	4/20	4/27	5/4	Diff vs. wk-ago	4/13	4/20	4/27	5/4	Diff vs. 4w-ago
Philip Morris	49.57	49.50	49.51	50.18	51.02	50.37	50.89	50.08	51.06	51.33	51.03	50.37	-0.66	50.84	50.98	51.02	50.95	0.32
PM Premium-Shr Prem	58.33	58.81	58.87	59.19	60.09	59.62	60.00	59.27	60.13	60.36	60.16	59.62	-0.54	59.83	59.99	60.09	60.07	0.47
PM Discount-Shr Disc	26.61	25.77	25.28	26.25	26.31	25.49	26.14	25.89	26.50	26.63	25.76	25.49	-0.27	26.54	26.55	26.31	26.09	-0.39
PM Brd Disc-Shr Brd Disc	30.67	30.54	30.27	31.23	31.25	30.05	31.01	30.79	31.71	31.63	30.30	30.05	-0.25	31.52	31.59	31.25	30.92	-0.51
PM PL-Shr PL	14.57	12.70	12.23	12.46	12.26	12.61	12.33	12.42	11.85	12.07	12.90	12.61	-0.29	12.39	12.17	12.26	12.36	-0.23
Marlboro	34.24	34.22	34.40	35.14	36.19	35.70	36.09	35.04	36.23	36.47	36.39	35.70	-0.69	35.86	36.04	36.19	36.20	0.59
Red	11.58	11.51	11.41	11.76	12.14	11.87	12.09	11.72	12.15	12.15	12.26	11.87	-0.39	12.04	12.08	12.14	12.11	0.11
Lights NM	15.71	15.71	16.01	16.44	16.79	16.72	16.78	16.28	16.73	16.97	16.92	16.72	-0.20	16.66	16.72	16.79	16.84	0.29
Gold	2.78	2.83	2.74	2.75	2.81	2.77	2.80	2.78	2.85	2.82	2.79	2.77	-0.02	2.81	2.83	2.81	2.81	0.03
Medium	2.28	2.18	2.22	2.18	2.36	2.25	2.34	2.23	2.44	2.39	2.38	2.25	-0.13	2.28	2.31	2.36	2.36	0.15
Menthol	1.63	1.71	1.75	1.73	1.81	1.85	1.82	1.76	1.78	1.85	1.77	1.85	0.08	1.79	1.82	1.81	1.81	0.03
Other PM Premium	7.96	8.02	8.03	7.83	7.76	7.76	7.76	7.91	7.68	7.75	7.80	7.76	-0.04	7.81	7.79	7.76	7.75	-0.10
Benson & Hedges	2.11	2.16	2.17	2.07	2.07	2.06	2.07	2.11	2.05	2.07	2.05	2.06	0.01	2.07	2.08	2.07	2.06	-0.02
Merit	2.76	2.80	2.81	2.76	2.71	2.65	2.70	2.77	2.67	2.72	2.72	2.65	-0.07	2.75	2.73	2.71	2.69	-0.07
Virginia Slims	2.45	2.45	2.45	2.43	2.38	2.38	2.38	2.42	2.33	2.37	2.42	2.38	-0.04	2.39	2.39	2.38	2.38	-0.03
Parliament	0.54	0.52	0.52	0.49	0.50	0.56	0.51	0.51	0.51	0.50	0.52	0.56	0.04	0.50	0.50	0.50	0.52	0.03
Saratoga	0.07	0.07	0.08	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.06	0.07	0.01	0.07	0.07	0.07	0.07	0.00
Cambridge	1.06	1.16	1.11	1.00	0.95	0.91	0.94	1.04	0.98	0.95	0.94	0.91	-0.03	0.96	0.95	0.95	0.95	-0.01
Alpine	0.21	0.21	0.21	0.20	0.19	0.18	0.19	0.20	0.18	0.20	0.18	0.18	0.00	0.19	0.19	0.19	0.19	0.00
Bristol	0.10	0.08	0.10	0.07	0.07	0.07	0.07	0.08	0.07	0.07	0.09	0.07	-0.02	0.07	0.07	0.07	0.08	0.01
Basic	4.87	4.75	4.60	4.92	4.91	4.76	4.88	4.80	5.00	4.99	4.66	4.76	0.10	4.98	5.00	4.91	4.85	-0.11
PM Private Label	1.01	0.95	0.94	0.90	0.86	0.89	0.86	0.91	0.84	0.83	0.89	0.89	0.00	0.87	0.85	0.86	0.86	-0.03
RJ Reynolds	26.71	26.57	26.64	26.32	25.87	26.20	25.94	26.33	25.83	25.72	25.87	26.20	0.33	25.93	25.90	25.87	25.91	-0.17
RJR Premium -Shr Prem	23.10	22.54	22.50	22.27	21.68	21.97	21.74	22.22	21.52	21.54	21.69	21.97	0.28	21.79	21.72	21.68	21.68	-0.33
RJR Discount -Shr Disc	36.15	36.88	37.33	37.07	37.29	37.59	37.35	37.16	37.49	37.19	37.44	37.59	0.15	37.12	37.25	37.29	37.43	0.41
B & W (Incl Amer)	14.64	14.76	14.59	14.25	13.91	14.14	13.95	14.36	13.89	13.79	13.88	14.14	0.26	14.02	13.94	13.91	13.92	-0.15
B & W Premium -Shr Prem	8.40	8.49	8.39	8.32	8.06	8.12	8.07	8.30	8.12	7.98	8.03	8.12	0.09	8.17	8.10	8.06	8.06	-0.13
B & W Discount -Shr Disc	31.01	30.76	30.62	30.00	29.83	30.33	29.93	30.30	29.49	29.71	30.05	30.33	0.28	29.84	29.75	29.83	29.90	0.00
Lorillard	7.48	7.40	7.48	7.48	7.49	7.59	7.51	7.47	7.52	7.48	7.49	7.59	0.10	7.50	7.49	7.49	7.52	0.03
Lorillard Premium -Shr Prem	9.71	9.69	9.75	9.70	9.68	9.82	9.70	9.71	9.71	9.64	9.64	9.82	0.18	9.69	9.67	9.68	9.70	0.02
Lorillard Discount -Shr Disc	1.64	1.56	1.63	1.60	1.55	1.58	1.56	1.58	1.58	1.54	1.53	1.58	0.05	1.57	1.56	1.55	1.56	-0.03
Liggett	1.47	1.62	1.61	1.55	1.51	1.50	1.51	1.57	1.51	1.47	1.55	1.50	-0.05	1.50	1.48	1.51	1.51	-0.01
Liggett Premium -Shr Prem	0.31	0.32	0.30	0.28	0.27	0.26	0.27	0.29	0.28	0.26	0.28	0.26	-0.02	0.27	0.27	0.27	0.27	0.00
Liggett Discount -Shr Disc	4.53	4.94	5.03	4.95	4.90	4.81	4.88	4.94	4.83	4.78	5.09	4.81	-0.28	4.81	4.75	4.90	4.88	0.01

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/qhgn0004

PRELIMINARY REPORT

TOP 25 BRANDS PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 5/4/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Dec-95	Jan-96	Feb-96	Mar-96	Apr-96	MTD	QTD	YTD	4/13	4/20	4/27	5/4	Diff vs. wk-ago	4/13	4/20	4/27	5/4	Diff vs. 4w-ago
Marlboro	34.24	34.22	34.40	35.14	36.19	35.70	36.09	35.04	36.23	36.47	36.39	35.70	-0.69	35.86	36.04	36.19	36.20	0.59
Marlboro B4G1F	1.11	0.49	1.19	0.64	0.20	0.10	0.18	0.60	0.22	0.23	0.17	0.10	-0.07	0.29	0.25	0.20	0.18	-0.22
Winston	5.69	5.42	5.37	5.32	5.20	5.28	5.22	5.32	5.12	5.19	5.24	5.28	0.04	5.20	5.18	5.20	5.21	-0.07
Winston Select	1.27	1.20	1.12	1.03	0.95	0.95	0.95	1.06	0.96	0.92	0.94	0.95	0.01	0.98	0.96	0.95	0.94	-0.07
Cartel	5.90	5.78	5.83	5.83	5.75	5.80	5.76	5.80	5.76	5.67	5.81	5.80	-0.01	5.75	5.75	5.75	5.76	-0.02
Cartel Filters	5.36	5.25	5.30	5.29	5.23	5.28	5.24	5.27	5.22	5.16	5.29	5.28	-0.01	5.22	5.21	5.23	5.24	0.00
Cartel Non-Filter	0.55	0.53	0.54	0.54	0.52	0.51	0.52	0.53	0.53	0.52	0.52	0.51	-0.01	0.53	0.53	0.52	0.52	-0.02
GPC	5.46	5.53	5.42	5.27	5.20	5.31	5.22	5.35	5.09	5.20	5.22	5.31	0.09	5.20	5.19	5.20	5.21	-0.02
Doral	4.78	4.80	4.68	4.68	4.69	4.79	4.71	4.72	4.67	4.69	4.72	4.79	0.07	4.67	4.68	4.69	4.72	0.06
Newport	5.32	5.29	5.29	5.37	5.44	5.56	5.47	5.36	5.45	5.42	5.45	5.56	0.11	5.42	5.42	5.44	5.47	0.08
Basic	4.87	4.75	4.60	4.92	4.91	4.76	4.88	4.80	5.00	4.99	4.66	4.76	0.10	4.98	5.00	4.91	4.85	-0.11
Basic Box	0.00	0.00	0.13	0.34	0.42	0.38	0.41	0.24	0.44	0.43	0.40	0.38	-0.02	0.42	0.43	0.42	0.41	0.02
Salem	3.23	3.16	3.14	3.16	3.10	3.13	3.11	3.14	3.08	3.06	3.10	3.13	0.03	3.13	3.12	3.10	3.09	-0.06
Kool	3.14	3.13	3.17	3.19	3.06	3.07	3.06	3.14	3.08	3.05	3.03	3.07	0.04	3.12	3.08	3.06	3.06	-0.08
Virginia Slims	2.45	2.45	2.45	2.43	2.38	2.38	2.38	2.42	2.33	2.37	2.42	2.38	-0.04	2.39	2.39	2.38	2.38	-0.03
Merit	2.76	2.80	2.81	2.76	2.71	2.65	2.70	2.77	2.67	2.72	2.72	2.65	-0.07	2.75	2.73	2.71	2.69	-0.07
Benson & Hedges	2.11	2.16	2.17	2.07	2.07	2.06	2.07	2.11	2.05	2.07	2.05	2.06	0.01	2.07	2.08	2.07	2.06	-0.02
Cambridge	1.06	1.16	1.11	1.00	0.95	0.91	0.94	1.04	0.98	0.95	0.94	0.91	-0.03	0.96	0.95	0.95	0.95	-0.01
Carlton	0.99	1.00	0.97	0.97	0.96	0.99	0.96	0.97	0.95	0.92	0.99	0.99	0.00	0.97	0.96	0.96	0.96	-0.01
Misty	1.10	1.10	1.07	1.07	1.08	1.15	1.09	1.08	1.08	1.06	1.08	1.15	0.07	1.08	1.08	1.08	1.09	0.01
Vantage	1.10	1.05	1.04	1.04	1.04	1.02	1.03	1.04	1.01	1.05	1.02	1.02	0.00	1.04	1.04	1.04	1.03	-0.03
Kent	0.68	0.69	0.71	0.68	0.65	0.66	0.65	0.68	0.66	0.64	0.65	0.66	0.01	0.67	0.66	0.65	0.65	-0.03
Pall Mall	0.68	0.68	0.67	0.66	0.64	0.65	0.65	0.66	0.68	0.63	0.65	0.65	0.00	0.65	0.64	0.64	0.65	0.01
Capri	0.61	0.62	0.60	0.60	0.60	0.61	0.60	0.61	0.60	0.59	0.59	0.61	0.02	0.60	0.60	0.60	0.60	0.00
Monarch	0.81	0.76	0.74	0.74	0.75	0.82	0.76	0.75	0.76	0.77	0.77	0.82	0.05	0.72	0.73	0.75	0.78	0.07
Viceroy	0.51	0.50	0.48	0.48	0.47	0.46	0.47	0.48	0.48	0.46	0.46	0.46	0.00	0.48	0.47	0.47	0.47	-0.01
Parliament	0.54	0.52	0.52	0.49	0.50	0.56	0.51	0.51	0.51	0.50	0.52	0.56	0.04	0.50	0.50	0.50	0.52	0.03
Montclair	0.58	0.57	0.54	0.51	0.47	0.48	0.47	0.52	0.48	0.44	0.46	0.48	0.02	0.49	0.48	0.47	0.47	-0.03
Now	0.37	0.36	0.38	0.37	0.35	0.37	0.35	0.36	0.35	0.34	0.35	0.37	0.02	0.36	0.35	0.35	0.35	-0.01
True	0.45	0.43	0.44	0.45	0.43	0.41	0.43	0.44	0.43	0.45	0.43	0.41	-0.02	0.44	0.43	0.43	0.43	-0.01

* Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Database

Source: https://www.industrydocuments.ucsf.edu/docs/qhgn0004

PRELIMINARY REPORT

INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 5/4/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Dec-95	Jan-96	Feb-96	Mar-96	Apr-96	MTD	QTD	YTD	4/13	4/20	4/27	5/4	Diff vs. wk-ago	4/13	4/20	4/27	5/4	Diff vs. 4w-ago
PRIVATE LABEL																		
PM PL	1 01	0 95	0 94	0.90	0 88	0 89	0 86	0 91	0.84	0.83	0 89	0 89	0.00	0 87	0.85	0.88	0.86	-0.03
RJR PL	3 96	4 39	4.56	4.31	4.19	4.22	4 19	4.35	4.27	4 12	4.08	4 22	0.14	4.22	4.22	4.19	4.17	-0.08
B & W PL (Incl Amer)	0.78	0.84	0.86	0.75	0.69	0 72	0.70	0.78	0.71	0.68	0.65	0.72	0.07	0.70	0.70	0.69	0.69	-0.02
Liggett PL	1 20	1.34	1 34	1 29	1 26	1 25	1.26	1 30	1.25	1.22	1.30	1.25	-0.05	1.24	1.22	1.26	1.26	0.01
Total PL	6 96	7 52	7 70	7 26	6 99	7 08	7.01	7 34	7.08	6.85	6.92	7.08	0.16	7.03	7.00	6.99	6.98	-0.13
PL Share of Segment																		
PM PL	14.57	12 70	12 23	12 46	12 26	12 61	12 33	12.42	11.85	12.07	12.90	12.61	-0.29	12.39	12.17	12.26	12.36	-0.23
RJR PL	56.96	58 37	59 15	59 37	59 88	59 58	59 81	59.22	60 36	60.20	58 97	59.58	0.61	60.00	60.34	59.88	59.77	0.00
B & W PL (Incl Amer)	11 25	11 14	11 21	10 35	9 90	10 12	9 95	10 61	10.10	9.94	9 35	10.12	0.77	9.96	10.01	9.90	9.88	-0.12
Liggett PL	17 22	17 79	17 41	17 82	17 96	17 70	17 91	17 74	17 69	17.80	18.79	17 70	-1.09	17.65	17.47	17.96	17.99	0.34
BRANDED DISCOUNT																		
GPC	5 46	5 53	5 42	5 27	5 20	5 31	5 22	5 35	5.09	5.20	5.22	5.31	0.09	5.20	5.19	5.20	5.21	-0.02
Doral	4.78	4.80	4.68	4.68	4 69	4 79	4.71	4.72	4.67	4.69	4.72	4.79	0.07	4.67	4.68	4.69	4.72	0.06
Basic	4 87	4.75	4.60	4 92	4 91	4 76	4.88	4.80	5.00	4.99	4.66	4.76	0.10	4.98	5.00	4.91	4.85	-0.11
Cambridge	1 06	1.16	1.11	1.00	0 95	0.91	0.94	1 04	0.98	0.95	0.94	0.91	-0.03	0.96	0.95	0.95	0.95	-0.01
Misty	1.10	1.10	1.07	1 07	1.08	1.15	1.09	1.08	1.08	1.06	1.08	1.15	0.07	1.08	1.08	1.08	1.09	0.01
Monarch	0.81	0 76	0.74	0.74	0.75	0.82	0.76	0.75	0.76	0.77	0.77	0.82	0.05	0.72	0.73	0.75	0.78	0.07
Montclair	0.58	0.57	0.54	0.51	0.47	0.48	0.47	0.52	0.48	0.44	0.46	0.48	0.02	0.49	0.48	0.47	0.47	-0.03
Viceroy	0.51	0.50	0.48	0.48	0.47	0.46	0.47	0.48	0.48	0.46	0.46	0.46	0.00	0.48	0.47	0.47	0.47	-0.01
Old Gold	0.46	0.44	0.46	0.44	0.42	0.43	0.42	0.44	0.43	0.42	0.41	0.43	0.02	0.42	0.42	0.42	0.42	-0.01
Best Value	0 25	0.24	0.24	0.24	0.23	0.21	0.23	0.24	0.25	0.22	0.23	0.21	-0.02	0.24	0.23	0.23	0.23	-0.01
Alpine	0 21	0.21	0 21	0 20	0.19	0.18	0.19	0.20	0.18	0.20	0.18	0.18	0.00	0.19	0.19	0.19	0.19	0.00
Raleigh Extra	0.10	0 09	0 09	0.08	0.09	0 08	0.08	0.09	0.08	0.08	0.08	0.08	0.00	0.08	0.08	0.09	0.08	0.00
Century 25	0.06	0.06	0.07	0.06	0.05	0.06	0.06	0.06	0.06	0.05	0.04	0.06	0.02	0.06	0.06	0.05	0.05	-0.01
Bristol	0.10	0 08	0 10	0 07	0 07	0.07	0.07	0.08	0.07	0.07	0.09	0.07	-0.02	0.07	0.07	0.07	0.08	0.01
Magna	0 08	0 09	0 08	0.07	0.07	0 06	0.07	0.08	0.07	0.07	0.06	0.06	0.00	0.07	0.07	0.07	0.07	0.00
Pyramid	0 02	0 02	0 02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Sterling	0 04	0 04	0 04	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.00	0.04	0.03	0.03	0.03	-0.01
Daves	0 04	0 04	0.03	0 04	0 03	0.03	0 03	0.03	0.03	0.03	0.03	0.03	0.00	0.04	0.03	0.03	0.03	-0.01
All Amercan	0.02	0.02	0 02	0 02	0 02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0 02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.01	0.02	0.02	0.02	0.02	0.00
A/O Branded Discount	0.09	0.12	0.15	0 13	0.12	0.13	0.13	0.13	0.11	0.12	0.12	0.13	0.01	0.13	0.14	0.12	0.09	-0.04
Total Branded Discount	20.66	20.64	20.17	20.09	19.87	20.02	19.90	20.18	19.90	19.90	19.63	20.02	0.39	19.97	19.95	19.87	19.86	-0.12
Basic Share Of Discount	17.61	16.87	16.52	17.97	18.28	17.57	18.13	17.44	18.52	18.65	17.54	17.57	0.03	18.46	18.56	18.28	18.07	-0.25
Total Discount Category	27.62	28.16	27.87	27.36	26.86	27.10	26.91	27.52	26.98	26.75	26.55	27.10	0.55	27.00	26.94	26.86	26.84	-0.25

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PRELIMINARY REPORT

NIELSEN WEEKLY 800 C-STORE REPORT
% STORES WITH A PROMOTION

	FREE GOODS				INCENTIVES				OTHER			
	4/13	4/20	4/27	5/4	4/13	4/20	4/27	5/4	4/13	4/20	4/27	5/4
Philip Morris					16	14	13	15	45	43	48	45
PM Premium					12	9	8	8	45	43	48	45
PM Discount	21	18	19	19	6	6	6	9				
PM Brd Disc	5	4	4	5	2	1	1	2				
PM PL	0	0	0	0	0	0	0	0				
Marlboro					8	6	6	5	44	42	48	44
Red					5	3	3	2				
Lights					6	4	3	3				
Gold					1	1	1	1				
Medium					4	2	3	3				
Menthol					1	1	1	1				
Benson & Hedges	1	1	1	1	0	0	0	0	2	1	2	1
Merit	2	2	2	2	1	1	1	1				
Virginia Slims	1	1	1	1	4	4	3	3	5	4	4	3
Parliament	0	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0				
Cambridge	4	4	4	4	3	4	4	4				
Alpine	2	1	1	1	0	0	0	0				
Bristol	0	0	0	0	0	0	0	0				
Basic	18	16	17	16	4	3	3	5				
PM Private Label	0	0	0	0	0	0	0	0				
RJ Reynolds	11	11	12	10	34	34	35	34	21	19	20	21
RJR Premium	6	5	5	4	26	28	31	30	20	19	19	19
RJR Discount	6	7	7	6	16	15	13	11	1	1	1	2
B & W (Incl. American)	3	3	3	2	1	1	0	1	1	1	0	0
B & W Premium	3	2	2	2	0	0	0	0	1	1	0	0
B & W Discount	1	0	0	0	1	0	0	1				
Lorillard	4	3	3	4	1	2	2	2	1	0	0	0
Lorillard Premium	2	2	2	3	1	2	2	1	1	0	0	0
Lorillard Discount	1	1	0	1	0	0	0	0				
Liggett	0	0	0	0	0	0	0	0				
Liggett Premium	0	0	0	0	0	0	0	0				
Liggett Discount	0	0	0	0	0	0	0	0				

Note. Other includes: Refunds, Sweepstakes, and Mail-ins.

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PRELIMINARY REPORT

NIELSEN WEEKLY 800 C-STORE REPORT
% STORES WITH A PROMOTION

	FREE GOODS				INCENTIVES				OTHER			
	4/13	4/20	4/27	5/4	4/13	4/20	4/27	5/4	4/13	4/20	4/27	5/4
Marlboro					8	6	6	5	44	42	48	44
Winston	0	1	1	1	2	2	2	3	1	1	1	1
GPC	0	0	0	0	0	0	0	0				
Camel	4	3	4	2	18	20	23	22	19	18	18	19
Doral	6	7	7	6	16	15	13	11	1	1	1	2
Newport	1	0	0	1	1	1	2	1				
Basic	18	16	17	16	4	3	3	5				
Salem	0	0	1	1	0	0	0	0				
Kool	2	2	2	1	0	0	0	0				
Merit	2	2	2	2	1	1	1	1				
Virginia Slims	1	1	1	1	4	4	3	3	5	4	4	3
Benson & Hedges	1	1	1	1	0	0	0	0	2	1	2	1
Cambridge	4	4	4	4	3	4	4	4				
Carlton	1	1	1	1	0	0	0	0				
Misty	0	0	0	0	1	0	0	1				
Vantage	0	0	0	0	0	0	0	0				
Kent	1	1	1	1	0	0	0	0				
Pall Mall	0	0	0	0	0	0	0	0				
Monarch	0	0	0	0	0	0	0	0				
Capri	0	0	0	0	0	0	0	0				
Montclair	0	0	0	0	0	0	0	0				
Viceroy	0	0	0	0	0	0	0	0				
Now	0	0	0	0	0	0	0	0				
More	0	0	0	0	0	0	0	0				
Old Gold	1	1	0	1	0	0	0	0				

Note: Other includes: Refunds, Sweepstakes, and Mail-ins.

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PRELIMINARY REPORT

NIELSEN WEEKLY 800 C-STORE REPORT
% STORES WITH A PROMOTION

	FREE GOODS				INCENTIVES				OTHER			
	4/13	4/20	4/27	5/4	4/13	4/20	4/27	5/4	4/13	4/20	4/27	5/4
PM PL	0	0	0	0	0	0	0	0				
RJR PL	0	0	0	0	0	0	0	0				
B & W PL (Incl Amer)	0	0	0	0	0	0	0	0				
Liggett PL	0	0	0	0	0	0	0	0				
Total PL	0	0	0	0	0	0	0	0				
GPC	0	0	0	0	0	0	0	0				
Doral	6	7	7	6	16	15	13	11	1	1	1	2
Basic	18	16	17	16	4	3	3	5				
Cambridge	4	4	4	4	3	4	4	4				
Misty	0	0	0	0	1	0	0	1				
Monarch	0	0	0	0	0	0	0	0				
Montclair	0	0	0	0	0	0	0	0				
Viceroy	0	0	0	0	0	0	0	0				
Old Gold	1	1	0	1	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0				
Alpine	2	1	1	1	0	0	0	0				
Raleigh Extra	0	0	0	0	0	0	0	0				
Century 25	0	0	0	0	0	0	0	0				
Bristol	0	0	0	0	0	0	0	0				
Magna	0	0	0	0	0	0	0	0				
Pyramid	0	0	0	0	0	0	0	0				
Sterling	0	0	0	0	0	0	0	0				
Daves	0	0	0	0	0	0	0	0				
All American	0	0	0	0	0	0	0	0				
Bucks	0	0	0	0	0	0	0	0				
Total Branded Discount	12	12	12	11	18	16	14	13	2	2	2	3
Total Discount Category	26	25	24	24	21	20	17	19	2	2	2	3

Note: Other includes: Refunds, Sweepstakes, and Mail-ins.

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